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**VISITORS' REACTIONS TO "AMERICA BUILDS" -
THE U. S. EXHIBIT
AT THE BERLIN INDUSTRIAL FAIR 1957**

**Report No. A-17
Series No. 3
November 13, 1957**

RESEARCH STAFF

**UNITED STATES INFORMATION SERVICE
AMERICAN EMBASSY, GERMANY**

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THE UNIVERSITY OF CHICAGO

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I N T R O D U C T I O N

The "America Builds" Exhibit at the 1957 Berlin Industrial Fair tried to present a picture of the American building industry - its technics, its materials, its products and its designs. Main emphasis was placed on heavy construction and the detailed organization that goes into the preparation of big building projects. Home-building was omitted, as well as brick and stone techniques.

The report presents public reactions to this exhibition during its showing from September 14 to September 29, 1957.

The findings are based on two different samples. One sample of 500 visitors was queried at the exit of the Marshall House, when people were leaving the U.S. exhibit. The other sample consisted of 400 Industrial Fair visitors, interviewed as they were about to leave the Fair Grounds. Among this group, naturally, there were visitors who had seen the Marshall House exhibit as well as those who had not.

Both samples of visitors, 18 years of age and over, were randomly selected. The procedure followed in drawing the samples was to interview approximately the same number of persons each day from the opening of the Fair to the very end. To insure randomness and to avoid any uncontrolled or biased choice by the interviewers, the third adult appearing on the half hour and the hour was interviewed.

Interviewing was conducted by DIVO, Marktforschung - Meinungsforschung - Sozialforschung, Frankfurt am Main/Bad Godesberg, a German survey organization.

S U M M A R Y

In terms of popularity, the U.S. pavilion at the Industrial Fair ran the British a close race for first place among the various country exhibits.

A majority of those who did not visit the U.S. exhibition claimed that they did not get around to it. Three-tenths of the non-visitors had some knowledge of what was there.

Among the visitors to the U.S. exhibit the percentage of men and university educated people was higher than was true for visitors to the Fair Grounds as a whole.

While the Marshall House continued to attract its proportionate share of East Germans, the percentage at each year's Industrial Fair seems to be decreasing.

The "America Builds" exhibit was rated better than the Fair as a whole, and in fact is rated "the best liked" of all the country pavilions.

Within the U.S. exhibit, the photomontage "Panorama of New York" and the section on new architectural designs and models were the best liked, while the Skyscraper City made relatively little impression upon the visitors. Only one out of three visitors had any criticism to offer. What criticisms there were centered on the "annoying music and loud-speaker announcements" and the "lack of actual models".

Although only one out of four was able to correctly state the main idea behind the exhibit, there was a considerable gain in new information about U.S. architectural and building methods. In fact, majorities said that they had learned new facts, regardless of their initial level of knowledge about the subject.

The U.S. exhibit was the one most often named as the country pavilion from which Germans could learn something. Almost all visitors conceded that the U.S. had indeed made important contributions to the field of architecture and building methods, and that the exhibit had illustrated these contributions very well.

I. Attendance

FOUR OUT OF TEN FAIR VISITORS SAW MARSHALL HOUSE EXHIBIT ...

U.S. PAVILION THE ONLY ONE WITH INCREASED ATTENDANCE ...

Slightly over four out of ten visitors to the Industrial Fair (42%) said that they had visited the Marshall House. This figure is exceeded only by that recorded for the English exhibit (45%) which for the second year in a row is found to be the most popular of the country pavilions. The French and Canadian exhibits were the next most frequently visited country exhibitions (38% and 34%).

A comparison between the attendance figures of the different country pavilions in 1956 and those of 1957 shows that all national pavilions lost attendance - except the Marshall House.

Attendance at the Marshall House increased from 29 per cent in 1956 to 42 per cent in 1957 (a gain of 13%) while all other pavilions were recording average decreases of 16 per cent. The Italian pavilion had the greatest loss (30 percentage points) while the Canadian exhibit almost held its own this year (with a loss of only 4 percentage points).

"At this year's Industrial Fair a number of foreign nations again have their own pavilion or special exhibitions. Which of the pavilions and special exhibitions listed on this card did you visit?"

<u>Country Pavilion Visited:</u>	Fair Exit 1956 (1001)	Fair Exit 1957 (400)	Increase or Decrease of Attendance from 1956 to 1957
America	29%	42%	+ 13
France	53	38	- 15
England	59	45	- 14
Canada	38	34	- 4
Italy	55	25	- 30
Belgium	39	27	- 12
Netherlands	49	31	- 18
Austria	46	24	- 22
*Pavilion of the Nations	34	-	
*Spain	11	-	
*Switzerland	18	-	
None	24	37	
	455% [@]	303% [@]	

* There was no Pavilion of the Nations, and no pavilion for Spain or Switzerland this year. In addition, general attendance at the various country pavilions appears to have decreased considerably this year as compared with previous years, e.g. a total of 266 per cent visited country pavilions in 1957 as contrasted with 431 per cent in 1956, and 409 per cent in 1955.

@ Some respondents visited more than one pavilion.

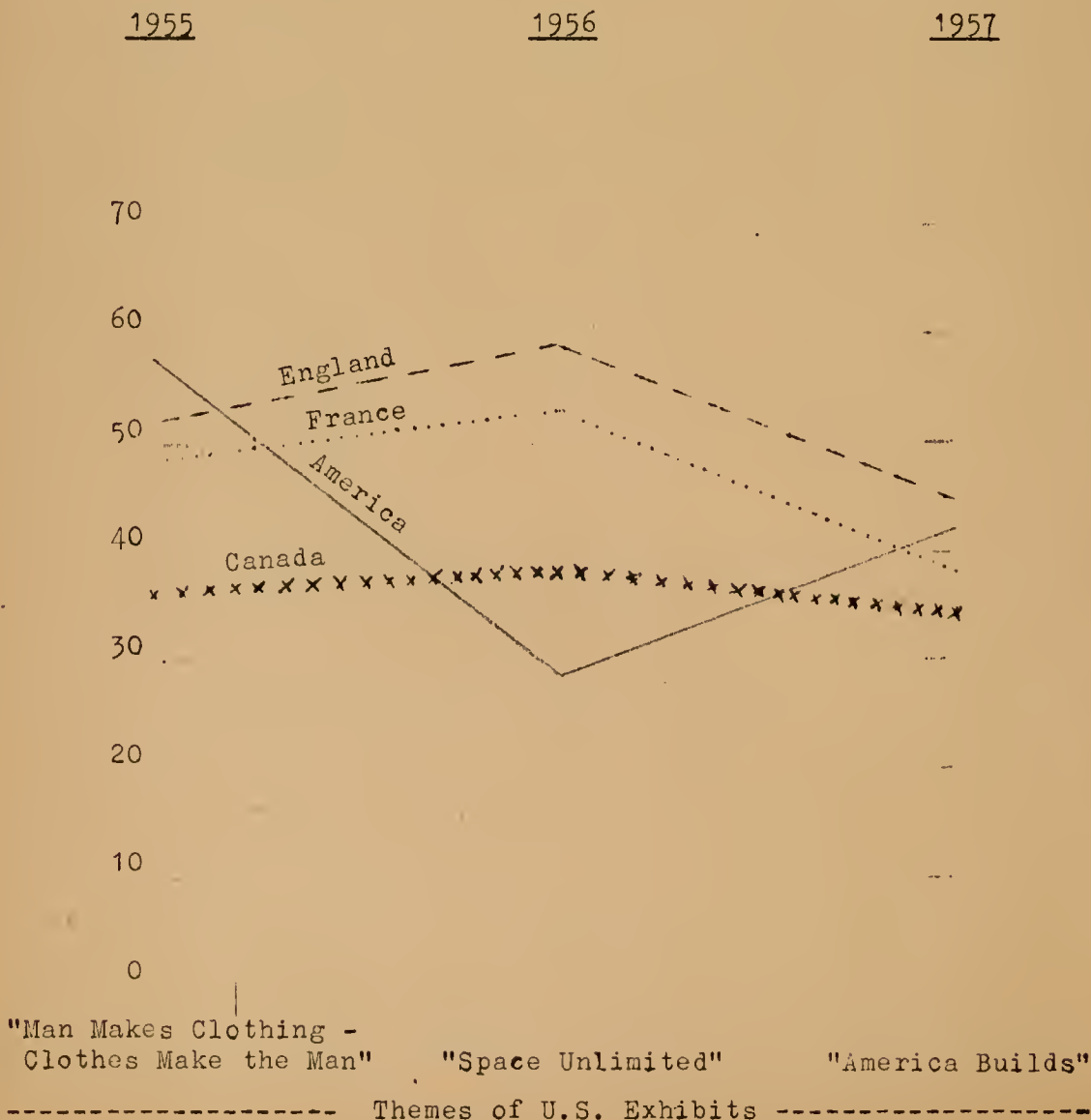
HIFTS IN MARSHALL HOUSE ATTENDANCE ...

From the following graph the reader will be able to see how the attendance of the four most frequented pavilions changed during the last three years - 1955, 1956, and 1957.

It is interesting to note that the percentage attending the U.S. pavilion reached its high point in 1955 and became extremely low in 1956, when the "Space Unlimited" exhibit was shown.

The English pavilion took over first place at the Industrial Fair of 1956 when the Marshall House attendance dropped. It kept first place in 1957 but, nevertheless, its attendance figure, compared to that in 1956 became a good deal lower while the attendance at the Marshall House placed it again in a position of contention for the most popular exhibit.

Attendance at the Four Most Frequently Visited Country Pavilions
from 1955 to 1957



'DID NOT GET AROUND TO IT' AGAIN CLAIM OF MAJORITY OF THOSE WHO HAD NOT VISITED MARSHALL HOUSE ...

Those Fair visitors who did not visit the Marshall House exhibit (58% of the total), were asked why they did not visit it. Nearly three quarters of this group said that they did not get around to it, while one out of five admitted that he had too little interest in the exhibit.

The similarity between the 1955 and 1957 reasons as contrasted with the results from 1956 represent the consequences of permitting a free-flowing of visitors through the Marshall House. In 1956 controlled groups of 250 were admitted at one time.

"At this year's Industrial Fair a number of foreign nations again have their own pavilions or special exhibitions. Which of the pavilions and special exhibitions listed on this card did you visit?" (CARD)

IF "Marshall House" not visited:

"Would you please tell me for what reasons you did not visit the American exhibition in the Marshall House? Didn't you get around to it, weren't you aware of it, or was this exhibition of too little interest for you?"

Marshall House Visitors = 42%
Non-Marshall House Visitors = 58% (converted to 100 per cent for comparative purposes.)

	Fair Exit 1955 (206)	Fair Exit 1956 (713)	Fair Exit 1957 (231)
Didn't get around to it	58%	29%	71%
Wasn't aware of it	9	4	4
Too little interest	14	7	21
Too crowded	17	58	4
No opinion	2	2	*
	100%	100%	100%

* Less than one half of one per cent.

THREE OUT OF TEN NON-VISITORS HAD KNOWLEDGE ABOUT WHAT WAS SHOWN
AT U.S. EXHIBIT ...

Those people who had not visited the U.S. exhibit (excluding, however, those who indicated that they had not even been aware of it) were asked whether they knew what was shown there.

The majority of this group (71%) either admitted that they had no idea at all about what was shown in the Marshall House or gave wrong answers.

Three out of ten, however, (29%) showed that their conception of what was shown in the exhibit was right, although they had not been there to see it. The following summary table classifies the individuals who did not visit the Marshall House according to their knowledge as to what was being shown.

"And can you perhaps tell me what was shown in the
Marshall House?" (Asked of those who were aware of
U.S. exhibit.)

<u>Summary Table</u>		Fair Exit
		<u>1957</u>
		(221)
<u>Had some knowledge:</u>		29%
American construction		
methods	23	
Photographs and pictures of		
New York and of America	6	
<u>Had no knowledge:</u>	71	
I don't know	63	
Not interested in foreign		
pavilions	3	
They only show films there	3	
They show the American		
way of life	1	
It is a survey of the		
American economy	1	
	<u>100%</u>	

COMMENTS IN DETAIL ...

"And can you perhaps tell me what was shown in the Marshall House?" (Asked of those aware of U.S. exhibit.)

Fair Exit
1957

(221)

COMMENTS INDICATING KNOWLEDGE:

(29%)

American construction methods:

23%

"It is said to be a very good exhibition on new American construction methods."

"New types of construction which are represented by individual models are said to be amazing in their technical solution."

"As far as I know, it is an exhibition giving publicity to modern American building methods, showing us the progress they made. Individual models illustrate the boldness of architectural designs."

"In the Marshall House they showed 'Here Builds America'."

"The Marshall House exhibition is said to be tops. I've heard it offers the newest in American building methods and designs."

Photographs and pictures of New York and America:

6

"Yes, I heard something about pictures of New York. The exhibition is considered to be very good."

"They show a lot of photographs of American skyscrapers."

COMMENTS INDICATING NO KNOWLEDGE

(71%)

I don't know:

63

Not interested in foreign pavilions:

3

"I was not interested in visiting a foreign pavilion. Their exhibits cannot be better than the ones in our German stands."

"I am only little interested in visiting those foreign 'things'. I have no idea what they offer there."

They only show films there:

3

"We noticed that they only show films there and I won't go to see them on principle."

"I read a poster saying that they only show films there. We had no time for that."

They show the American way of life:

1

"In the Marshall House they showed the American way of living in general, how much the American workers earn and how they live."

It is a survey of the American economy:

1

"Graphs of the Marshall Plan are shown there. The exhibition also offers some information on American industry and American products."

100%

MARSHALL HOUSE EXHIBIT PARTICULARLY FAVORED BY MEN AND THE HIGHER EDUCATED ...

A comparison between the characteristics of the general Fair visitor and those who saw the Marshall House reveals that the two groups are fairly similar. A few differences may, however, be observed.

Though half of the general Fair visitors were women (45%), a much lower percentage of female visitors was attracted to the U.S. exhibit (29%), a fact which may possibly be due to the subject of the exhibition.

In regard to education, more of those who attended a university, are to be found among the Marshall House visitors (19%) than was the case for the general Fair visitors (9%).

No essential differences between the Marshall House visitors and Fair visitors with respect to age, occupation, or residence were found.

Sample Compositions

	<u>Exit Sample</u> (400)	<u>Marshall House</u> <u>Sample</u> (500)
<u>Sex:</u>		
Men	55%	72%
Women	<u>45</u> 100%	<u>28</u> 100%
<u>Education:</u>		
Elementary school	41%	35%
Secondary through Abitur	50	46
University	<u>9</u> 100%	<u>19</u> 100%
<u>Age:</u>		
Up to 24 years	24%	18%
25 to 34 years	21	18
35 to 44 years	17	19
45 to 54 years	21	23
55 years and over	<u>17</u> 100%	<u>22</u> 100%
<u>Occupation:</u>		
Professionals	17%	23%
Businessmen	9	9
White-collar workers	21	21
Skilled laborers	19	13
Semi-skilled laborers	3	3
Domestic service	3	3
Farmers; farmhands	1	*
Housewives	17	12
Pensioners; retired	2	6
Students; apprentices	<u>8</u> 100%	<u>10</u> 100%
<u>Residence:</u>		
West Berlin	57%) 68%	58%) 70%
West Germany	11	12
East Berlin	13	11
East Germany	18) 31	16) 27
Foreigners	<u>1</u> 100%	<u>3</u> 100%

* Less than one half of one per cent.

FEWER EAST GERMANS SEEM TO BE COMING TO THE FAIR EACH YEAR ...

The Marshall House still gets its proportionate share of East Zone Germans who are visiting the Industrial Fair. A comparison of the Marshall House samples of the last three years with the residence of the Industrial Fair visitors for these same years will make this clear. However, the percentage of East Germans at the Fair (and consequently at the Marshall House) does show a consistent, if slow decline.

In 1955 only slightly more West Germans (52%) than East Germans (48%) were found to have attended the U.S. exhibit. Last year, however, the number of East German Marshall House visitors dropped to 39 per cent while that of West Germans increased to 60 per cent.

Among this year's Marshall House visitors an even greater majority (70%) was from West Berlin and West Germany while only 27 per cent of the people came from East Berlin or East Germany.

	1955		1956		1957	
	Fair Exit (500)	Marshall House (300)	Fair Exit (1001)	Marshall House (400)	Fair Exit (400)	Marshall House (500)
Visitors' Residence:						
West Berlin	53%	50%	57%	57%	57%	58%
West Germany	3	2	4	3	11	12
East Berlin	23	27	21	18	13	11
East Germany	21	21	18	21	18	16
Foreign country	-	-	-	1	1	3
	100%	100%	100%	100%	100%	100%

While the Western visitors in 1955 and 1956 nearly all came from West Berlin, the proportion of people who came from West Germany this year increased to over a tenth of all visitors,

VERY FEW PEOPLE SAW MARSHALL HOUSE EXHIBIT MORE THAN ONCE ...

Only one person out of fifty who saw the exhibit "America Builds" came back for a second, third or fourth visit. This figure (2%) of additional visits to the Marshall House is the smallest yet found for repeat visits and is considerably smaller than in 1954 when 14 per cent of Marshall House visitors came back to see the "Atoms for Peace" exhibit again.

"Have you visited this exhibition here in the Marshall House for the first time, or have you been here before? (How often?)"

	"Atoms for Peace" 1954 (998)	"Space Unlimited" 1956 (400)	"America Builds" 1957 (500)
For the first time	86%	96%	98%
Have been here before - once	8	2	2
Have been here before - twice	5	1	*
Have been here before - three or more times	1	1	*
	100%	100%	100%

BUT, FAIR VISITORS DID NOT COME AGAIN EITHER ...

Only 5 per cent of all Fair visitors returned to the Fair Grounds for an additional visit. Last year the percentage of those who returned to the Fair Grounds was almost three times as high (13%). The differences in frequency of repeat visits is most striking with increasing frequency of the visits made. Last year 3 per cent came back two more times, and 6 per cent returned three or more times. This year only 1 per cent returned for two and another 1 per cent returned for three or more visits.

"Have you visited the Fair today for the first time, or have you been here before? (How often?)"

	Fair Exit 1956 (400)	Fair Exit 1957 (500)
For the first time	87%	95%
Have been here before - once	4	3
Have been here before - twice	3	1
Have been here before - three or more times	6	1
	100%	100%

* Less than one half of one per cent.

II. General Appraisal

ALMOST HALF OF ALL VISITORS FOUND U.S. EXHIBIT BETTER THAN EXPECTED ...

Popular expectations regarding building and construction, the theme of the INTERBAU as well as this year's Industrial Fair, may be assumed to be high. Not only has there been an increasing tempo of construction within West Berlin and West Germany over the past few years, but there has been the bright example of the new "Hansaviertel" which was erected especially for the INTERBAU (international building exposition). To find, therefore, that almost half of the visitors of the Marshall House (47%) called the exhibit "better than expected" can be taken as high praise indeed. On the other hand, only one visitor out of ten (9%) said that he was "disappointed" with what he saw.

"Did this exhibition come up to your expectations, did it exceed them, or did it disappoint you in one way or other?" (Asked at Marshall House exit.)

	"America Builds" Visitors
	<hr/> (500)
Better than expected	47%
As expected	33
Disappointed	9
No opinion	11
	<hr/> 100%

CHIEF DISAPPOINTMENT - 'TOO MANY PICTURES' ...

When those few visitors (9%) who were disappointed in what they found in the Marshall House exhibit were asked the reason for their disappointment, it turned out that they did not expect as many pictures in the exhibition as they actually found. Almost half of the disappointed visitors picked on this subject. All other criticism is spreading equally, if thinly, on various other aspects of the exhibit.

"Did this exhibition come up to your expectations, did it exceed them, or did it disappoint you in one way or other?"

IF "Disappointed":

"In what respect have you been disappointed?"

Summary Table

"America Builds"
Visitors
(500)

Specific Details:

I expected to see fewer pictures, more actual examples	8%
I expected to see fewer statistical tables, fewer graphics	4%
I expected some information on the industrial field as well	1
I expected more details about apartments, apartment houses and interior decorations	1
Other details	1

Presentation or Arrangement:

The exhibition was presented in a dry way, lacking a cheerful note	3%
The makeup left much to be desired	1
I neither liked the music nor the announcements over the loudspeaker	1

No Opinion/No Answer:

*%
11%[@]

* Less than one half of one per cent.

@ Some respondents named more than one detail.

COMMENTS IN DETAIL ...

"Did this exhibition come up to your expectations, did it exceed them, or did it disappoint you in one way or other?"

IF "Disappointed":

"In what respect have you been disappointed?"

"America Builds"
Visitors
(500)

SPECIFIC DETAILS

(8%)

I expected to see fewer pictures, more actual examples:

4%

"In my opinion, this exhibition displayed too many pictures. I expected to find more actual examples that would not be as tiring to look at as the photos are."

"There are just too many pictures in this exhibition. To look at all these panels is rather tiresome. Why didn't they display actual examples in greater numbers?"

"The actual examples shown were too few in number. You see a lot of pictures and that is all. I don't think the exhibition is very impressive that way."

I expected to see fewer statistical tables, fewer graphs:

1

"In my opinion, there were too many statistical tables and designs. As a layman you don't profit much from them."

"The numerous graphic tables do not satisfy the visitor. They are strenuous to read and boring at the same time."

I expected some information on the industrial field as well:

"I would have liked to get some information on other subjects, i.e. certain branches of industry would have interested me very much. It was a disappointment to see this exhibition dealing with architecture exclusively."

"I had hoped to get some information on the industrial field. I did not know it was just an exhibition on architecture."

I expected more details about apartments, apartment houses and interior decorations:

1

"I wanted to see more about smaller apartments and their furnishing. I missed some information on one- or two-family houses and their building cost."

"I expected to learn more about interior decorations."

Other details:

1

"I am an expert on photography and in my opinion the technical quality of the pictures should be improved. I believe that by over-enlarging the photos a certain appeal is lost."

"This mirror trick with the skyscrapers I thought rather primitive. Why didn't they use one large mirror?"

PRESENTATION OR ARRANGEMENT

(3%)

The exhibition was presented in a dry way, lacking a cheerful note:

1

"The effect this exhibition had on me was not very stimulating. These transparent glass houses make you feel chilly."

"This exhibition had a chilling atmosphere. These façades and over-sized pictures did not appeal to me in a personal way."

(Cont'd on next page)

The makeup left much to be desired:

1%

"These pictures remind you of primitive Russian posters."

"The rooms were rather dark."

I neither liked the music nor the announcements over the
loudspeaker:

1

"The music irritated me."

"The shrill sound of the loudspeaker kept us from understand-
ing the announcements. This I found rather annoying."

NO OPINION/NO ANSWER

(*)
11%[@]

* Less than one half of one per cent.

@ Some respondents named more than one detail.

THIS YEAR'S FAIR NOT QUITE AS WELL LIKED AS PAST FAIRS, BUT MARSHALL HOUSE EXHIBIT RATED BETTER THAN INDUSTRIAL FAIR IN GENERAL ...

This year's Industrial Fair was rated by its visitors lower than those of the preceding two years. There was not only a loss of favorable replies in the two top categories (from 85% down to 77%), but also an increase in the percentage of those indicating some dissatisfaction by selecting the three lower categories (13% vs 23%).

"What is your overall impression of the Industrial Fair? Did you like the Fair very well, well, fairly well, not so well, or not at all?"

	Fair Exit 1955 (500)	Fair Exit 1956 (400)	Fair Exit 1957 (400)
Very well	48%)	47%)	40%)
Well	36 } 84%	38 } 85%	37 } 77%
Fairly well	9)	11)	14)
Not so well	6 } 16	2 } 13	7 } 23
Not at all	1)	-)	2)
No opinion	* 100%	2 100%	* 100%

When the overall rating of the Fair is compared with that given to the Marshall House exhibit, one finds that the U.S. exhibit was liked better than the Fair as a whole. (56% liked it "very well" as against 40% saying that about the Fair.) While this year's rating of the Marshall House exhibit, as last year, surpasses that accorded the whole Fair, it is not nearly as good as that given the "Space Unlimited" show in 1956. On the other hand, "America Builds" was considered much better than the 1955 exhibit on clothing.

"What is your overall impression of the American exhibition here? Did you like it very well, well, fairly well, not so well, or not at all?"

	"Man Makes Clothing - Clothes Make the Man" 1955 (300)	"Space Unlimited" 1956 (400)	"America Builds" 1957 (500)
Very well	39%)	79%)	56%)
Well	46 } 85%	19 } 98%	37 } 93%
Fairly well	12)	2)	6)
Not so well	2 } 15	* } 2	1 } 7
Not at all	1)	-)	-)
No opinion	- 100%	- 100%	- 100%

* Less than one half of one per cent.

U.S. EXHIBIT BEST LIKED OF ALL COUNTRY PAVILIONS ...

When at the Fair exit all those who had visited more than one country pavilion (63% of all Fair visitors) were asked which one they liked the best, almost one-fourth (23%) of all Fair visitors named the U.S. exhibit in the Marshall House. This figure is higher than those naming the U.S. exhibit in 1955 or 1956 (19% and 14%). The fact that almost a quarter of all Fair visitors named the U.S. exhibit as the best country pavilion is all the more noteworthy because this year fewer visitors saw the various country exhibits, i.e. 63 per cent as against 69 per cent and 70 per cent in 1955 and 1956.

The U.S. exhibit had a lead of more than two to one over the second most liked exhibit (the Canadian pavilion with 10%). The English exhibition, which was best liked of all country exhibitions last year, sank to third place with only one-third as many naming it as picked the U.S. exhibit (8% versus 23%).

In order to show the fluctuation in the ranking of the different national exhibitions, the figures for the last three years are presented.

"Which of these exhibitions or pavilions left the best impression on you?"

	Fair Exit 1955 (500)	Fair Exit 1956 (1001)	Fair Exit 1957 (400)
America (Marshall House)	19%	14%	23%
France	7	6	3
England	16	18	8
Canada	2	1	10
Italy	6	6	1
Belgium	*	1	3
Netherlands	4	3	1
Austria	5	2	1
Spain	-	1	-
Switzerland	-	7	-
Pavilion of the Nations	1	1	-
No opinion	9	10	13
	<u>69%</u>	<u>70%</u>	<u>63%</u>

* Less than one half of one per cent.

U.S. EXHIBIT CALLED BEST OF ALL NATIONAL PAVILIONS BY MORE THAN
HALF OF ITS VISITORS ...

The previous analysis could be misleading, however, since it does not take into consideration the number of people visiting each country pavilion. A more illuminating device would be to examine the percentage of visitors to each country pavilion who were so favorably impressed as to nominate that one as the best of the lot.

Examining the ratio of U.S. pavilion visitors who nominated the U.S. exhibit as the best, as against the percentages nominating the Canadian and the British pavilions the best, one notes that the Marshall House exhibit still holds its favorable position. According to this analysis more than half of all Marshall House visitors (54%) called the "America Builds" exhibit the best. The next best rated pavilion was again the Canadian which was liked best by 30 per cent of its visitors, while the English exhibit was only selected by 18 per cent of its visitors. All other national pavilions were nominated by less than 10 per cent of their visitors.

"Which of these exhibitions or pavilions left the
best impression on you?"

	<u>Total No. of Visitors</u>	<u>No. of Visitors Selecting Pavil- ion as "The Best"</u>	<u>Percentage of Visitors Select- ing Pavilion as "The Best"</u>
America (Marshall House)	169	92	54%
France	153	13	8
England	179	32	18
Canada	137	41	30
Italy	100	3	3
Belgium	106	10	9
Netherlands	123	6	5
Austria	96	6	6

Still another way of looking at the impressions which the various country pavilions left on their visitors would be to subtract the percentage of those who liked it "least" from the percentage who liked it "best". The resulting net opinion score permits not only of country by country comparison, but also shows in one figure the general attitude - favorable or unfavorable - towards each country's exhibit.

The net opinion score of the U.S. exhibit is twice as favorable as that accorded the Canadian pavilion, which is again second.

"Which of these exhibitions or pavilions left the best impression on you?"

"And which exhibition did you like least?"

	<u>Liked best</u>	<u>Liked least</u>	<u>Net opinion</u>	<u>Total No. of Visitors</u>
America (Marshall House)	54%	5%	+ 49	169
France	8	32	- 24	153
England	18	15	+ 3	179
Canada	30	6	+ 24	137
Italy	3	30	- 27	100
Belgium	9	17	- 8	106
Netherlands	5	13	- 8	123
Austria	6	17	- 11	96





Panorama of New York at Night



Influence of Ship, Railroad, and Airplane Construction
on American Architecture

III. Reactions to Details

'PANORAMA OF NEW YORK' BEST LIKED SECTION IN MARSHALL HOUSE EXHIBITION ...

In response to an open-end query as to what they particularly liked in the exhibit, more than half of all visitors (53%) indicated that it was the "Panorama of New York at Night" (a huge photomural, which was the first thing visitors saw upon entering the building) which particularly caught their eye. The new architectural designs and models were next in popularity. They were of high appeal to 46 per cent. The new building materials (plastics, etc.) were mentioned by three out of ten (29%), while all other sections fell far behind in popularity. How well the different sections of the exhibit were liked is shown in the summary table below.

"Which sections of the exhibition did you particularly like?"

Summary Table

	"America Builds" Visitors (500)
<u>Details of the Exhibition:</u>	166%
The Panorama of New York	53%
The new architectural designs and models	46
The new building materials, plastics, etc.	29
The mirror-view of the skyscrapers (the skyscraper city)	15
The blueprints, the construction plans	7
The pictures and photographs	6
The influence of ship, railroad, and airplane construction on American building methods	3
Other details	7
<u>General Comments</u>	14%
The set-up, make-up and organization	.8
Other comments	4
I liked everything	2
<u>No Opinion/No Answer:</u>	1%
	181% [@]

[@] Some respondents gave more than one answer.

ONLY ONE OUT OF THREE HAD ANY CRITICISM ...

More than half of all visitors to the Marshall House (52%) replied that they liked everything they saw when asked to say what they did not like about the exhibit. An additional 12 per cent did not give an answer to the question. It was, therefore, only that third (36%) who actually mentioned something they did not like, which forms the distribution of criticism in the summary table below. The pattern of responses is very similar to that shown earlier by those 9 per cent who were disappointed in the exhibition. Main criticism was directed against the music and the announcements over the loudspeaker (6%), the lack of models (5%) and the difficulty in understanding the blueprints (5%).

"And which sections of the exhibition did you not like?"

"America Builds" Visitors (500)

Had no criticism	52%
Had no opinion	12
	<u>64%</u>
Had criticisms	36
	<u>100%</u>

Criticisms

"America Builds" Visitors

Criticism of Details:

31%

The lack of models, the abundance of pictures and photographs	5%
Inability to understand blueprints	5
The insufficient captions and explanations of models and graphs	4
The omission of normal dwelling houses, apartments and interior decorations	3
The Panorama of New York	2
The display of artificial limbs	1
Bad arrangement of the balloon model	1
The lack of new constructions	1
Other details	9

General Criticisms:

10%

The music, the announcements over the loudspeaker	6
Set-up, make-up and organization	4
	<u>41%[@]</u>

@ Some respondents gave more than one criticism.



Blueprints and Designs of Skyscrapers



New Building Materials



COMMENTS IN DETAIL ...

"And which sections of the exhibition did you not like?"

"America Builds"
Visitors

CRITICISM OF DETAILS

(31%)

The lack of models, the abundance of pictures and photographs:

5%

"They should have shown a larger number of models and fewer pictures."

"I would have preferred not to see so many pictures."

"As a woman, the exhibition did not appeal to me. They displayed too many pictures and not enough models."

Inability to understand blueprints:

5

"The blueprints could only be understood by experts. I was unable to make them out."

"The blueprints did not mean anything to me because I'm a layman."

"The blueprints are unintelligible for the average visitor of the exhibition."

The insufficient captions and explanations of models and graphs:

4

"The captions on the models were much too small."

"In my opinion, the captions to the new building materials were not detailed enough and explanations were inadequate."

"There should be a guide, or at least sufficient explanations should be given so that one is able to learn what this is all about."

The omission of normal dwelling houses, apartments and interior decorations:

3

"They did not show enough dwelling houses. They laid too much emphasis on exhibiting models of huge skyscrapers and office buildings."

"More stress should have been laid on the display of small dwelling houses. The photos of office rooms did not interest me so much."

The Panorama of New York:

2

"The panorama didn't impress me very much."

"The panorama is a rather sober sight. There is no depth to it."

The display of artificial limbs:

1

"I am a disabled veteran myself and deeply resented the display of the man with an artificial arm."

"I thought it rather embarrassing that they showed a man with artificial limbs in the trade union exhibition section."

Bad arrangement of the balloon model:

1

"I think it would have been better to put the balloon model on the ground instead of hanging it up. It's only ostentatious display as it looks now."

"The model of the balloon is badly arranged. It would look much more impressive if it were placed somewhere else."

(Cont'd on next page)

The lack of new constructions:

1%

"I expected to see more constructions which differ from our building style."

"The types of construction did not seem new to me. I was not impressed by this exhibition."

Other details:

9

"I wonder whether such thin-walled houses which are only insulated with some cardboard are soundproof."

"Those ultramodern constructions are not in my line."

"I disliked the colored panels. In my opinion they looked ugly."

GENERAL CRITICISMS

(10%)

The music, the announcements over the loudspeaker:

6%

"The music was horrible."

"In my opinion, the announcements over the loudspeaker were terribly loud."

"I didn't like the incessant noise coming through the loudspeaker."

Set-up, make-up and organization:

4

"In order to be appreciated by non-experts, the exhibition should have been divided into a larger number of individual sections. In my opinion, they showed too many objects at a time. A layman won't be able to concentrate on all this."

"Lighting and ventilation were poor. I don't like artificial light."

"I noticed a certain educational tendency, which I didn't like so much. The exhibition is a bit schoolmasterish although, in my opinion, this would not be necessary because they really offer something new."

41%[@]

@ Some respondents had more than one criticism.

NEARLY ALL VISITORS THINK MARSHALL HOUSE EXHIBITION CLEARLY ARRANGED ...

There were only 7 persons out of the 500 Marshall House visitors who expressed disapproval of the arrangement of the exhibit. All other visitors, except those who had no opinion, considered the exhibition to be well arranged.

"Did you find the exhibition clearly arranged or not?"

	<u>"America Builds" Visitors</u>
Well arranged	98%
Not well arranged	1
No opinion	1
	<u>100%</u>

REASONS WHY U.S. EXHIBIT WAS NOT CONSIDERED WELL ARRANGED ...

Those seven persons who were dissatisfied with the arrangement of the exhibition gave the following comments:

"In what respect, do you think, the exhibition was not well arranged?"

L i s t

"In my opinion, the models were poorly arranged. I didn't like the mirror tricks. Does the colored wall serve decoration purposes or are those building materials?"

"They show too many pictures and photographs. Therefore, it is hard to concentrate on individual pictures. By this, one might miss useful and instructive information."

A more spacious arrangement would have been better."

"I would have preferred to see more practical things. How does the average American live, what can he afford, how much does he earn, how is he accommodated?"

"There should have been a more methodical arrangement of the various exhibits."

"The exhibition is too abstract. No practical things are shown. One looks at finished projects and wonders how they were developed."

"I passed enormously large posters with instructions printed upon them in tiny letters. One did not take the time for that."

BEST LIKED - PANORAMA OF NEW YORK
HAD MOST NEW THINGS - BUILDING DESIGNS AND MODELS
WISH TO REVISIT - BUILDING DESIGNS AND MODELS

To obtain a comprehensive judgment of the individual sections of the exhibit (as well as a check on the results of the open-end query concerning the best liked parts of the exhibit), all interviewees were presented with a list of the various sections which comprised the "America Builds" exhibit. They were asked to select the one section which they

- a) like the best
- b) felt offered the most new things
- c) would like most to revisit.

As the best liked sections of the show, the Panorama of New York photomural and the section on new building designs and models of modern buildings were far out in front of the others (with 49% and 30% respectively).

When it came to judging which section offered the most new things, the section on new building designs and models took over first place (40%) while the section on new building materials was second (33%).

The wide appeal of the new designs with their examples of modern building construction is further borne out by its clear emergence as the section most people would like to see again (33%). The popular photomural of the New York skyline was second (21%), while the new building materials section was third (12%).

The skyscraper city, with its attempt to create the illusion of height by the use of mirror reflections made little impression upon the visitors judging by the infrequency with which it was named the best section, or one which they would like to revisit.

"Here on this card are listed some of the main sections of the exhibition. (CARD)
Which section did you like the best?
Which section offered the most new things, as far as you are concerned?
Which section would you like best to revisit?"

	"America Builds" Visitors		
	Liked best	The most new things	Would like to revisit
The displays outside the building	1%	*%	*%
On the first floor:			
Panorama of New York at night	49	4	21
Influence of ship, railroad and airplane construction on American building methods	5	9	6
Blueprints of plans and designs of skyscrapers	2	2	5
New building materials	6	33	12
New building designs and models of modern building	30	40	33
On the ground floor:			
Presentation of skyscraper city	5	5	4
No opinion	*	5	11
Just everything	2	2	8
	100%	100%	100%

* Less than one half of one per cent.
- 22 -

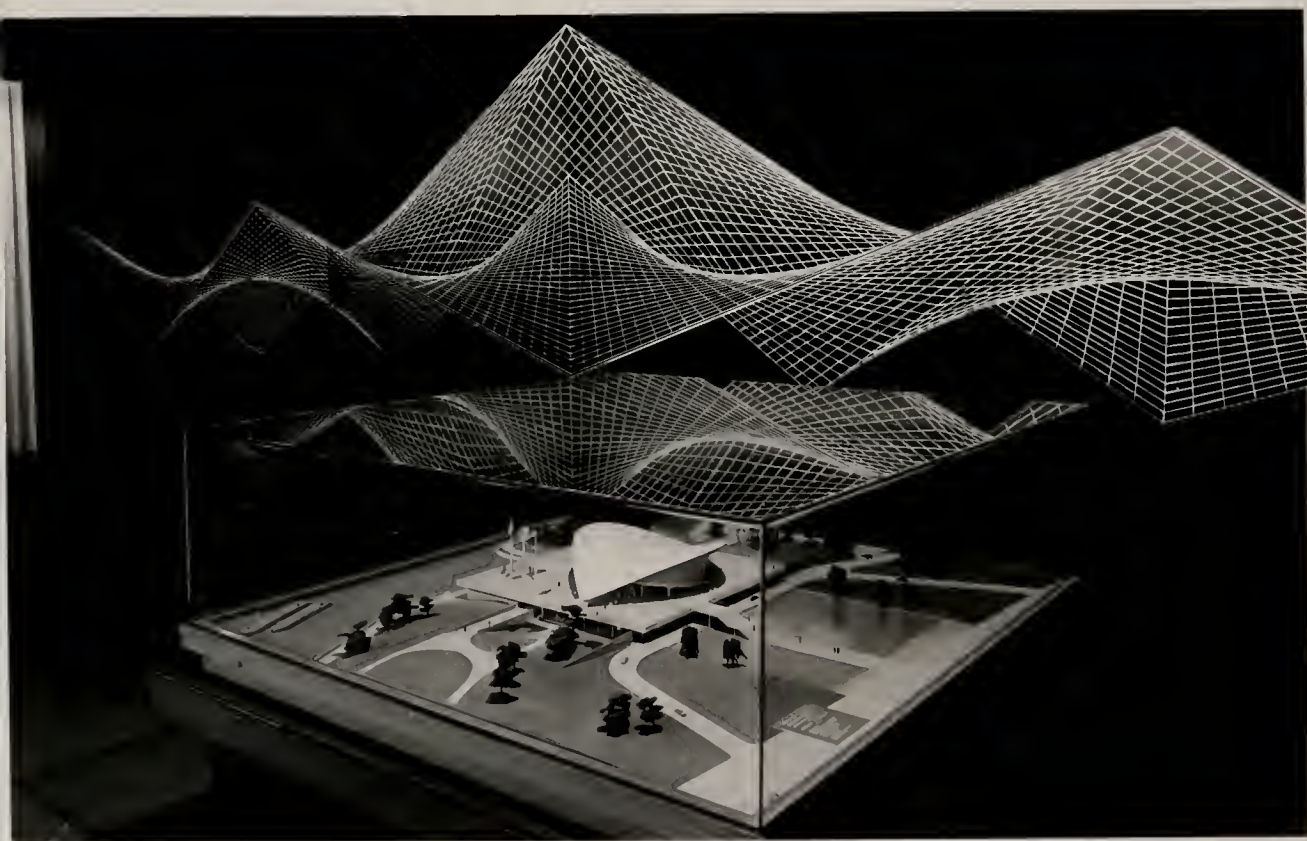


Skyscraper City -
With Mirror Effect





New Building Designs and Models



Model of the Berlin Kongress-Halle

IV. Impact of the Exhibition

ONE OUT OF FOUR MARSHALL HOUSE VISITORS RECOGNIZED MAIN IDEA OF "AMERICA BUILDS" EXHIBIT ...

In response to a straightforward query asking for the main idea of the exhibit, one-fourth of all Marshall House visitors (23%) were able to state the fundamental idea. They recognized that the designers of the exhibit wanted to focus attention upon the new building designs (18%), new building materials (3%), and methods of skyscraper construction (2%).

Most visitors (61%) were somewhat off the main idea, but still close to some of the secondary considerations involved in the exhibit. They thought that the main purpose was to illustrate the achievements and progress of the U.S. in the field of architecture (56%), or was to show what Germans can learn from American architecture (5%).

Most of those 15 per cent of the visitors who were completely off thought that the main idea was to illustrate the American way of life (8%).

"What, do you believe, was the main idea of this exhibition here in the Marshall House?"

Summary Table

	<u>"America Builds" Visitors</u>
<u>Correct Answers:</u>	23%
New building designs	18%
New building materials	3
American skyscraper construction	2
<u>Partly Correct Answers:</u>	61%
Achievements and progress in American architecture	56
What Germans can learn from U.S. architecture	5
<u>Incorrect Answers:</u>	15%
How Americans live	8
New ways in city planning	2
Ways to reduce building costs	1
Miscellaneous replies	4
<u>No Opinion/No Answer:</u>	1%
	<u>100%</u>

COMMENTS IN DETAIL ...

"What, do you believe, was the main idea of this exhibition here in the Marshall House?"

"America Builds"
Visitors

CORRECT ANSWERS

(23%)

New building designs:

18%

"This exhibition meant to show us new building forms developed in the United States."

"This exhibition was put on to demonstrate the new course American architects follow, and in my opinion, it opens quite promising prospects."

"This exhibition wanted to give people an idea of the new designs American architects created."

"They wanted to let people get an idea of the modern American building style which embraces skyscrapers, plain and clear-cut structures, as well as houses with vaulting roofs and sweeping, gracious façades."

"The main purpose of this exhibition was to demonstrate the new methods American architects apply."

New building materials:

3

"The idea behind it was to inform people on the new building materials now used in America, aluminium, for instance."

"The exhibition wanted to give a clear picture on how glass, steel and other new materials are used in the States."

"This exhibition was arranged in order to demonstrate the variety of new materials with which American architects can work."

American skyscraper construction:

2

"The exhibition's aim was to have people appreciate the accomplishments of American architects, i.e. their skill in erecting skyscrapers, constructed of glass and steel, on rather limited space."

"They wanted us to see the construction of a skyscraper from the drafting table to the finished building."

"They tried to explain to visitors the construction of an American skyscraper which is quite different from German construction."

PARTLY CORRECT ANSWERS

(61%)

Achievement and progress in American architecture:

56%

"As I see it, this exhibition was arranged to show people the high state the art of architecture has reached in the United States, and to give people an idea about the new ways American architects follow."

"The idea behind this exhibition was to inform us on what has been achieved in the field of architecture by Americans. The new 'Kongress-Halle' presents one of the best examples."

"The objective of this exhibition was to inform us about the leading role American architects play in modern architecture."

"This exhibition wanted to give us a survey of the progress in American building techniques."

"They wanted to give us an idea of America's progress in the architectural field, and to demonstrate America's efforts to search for new means and ways in this field."

(cont'd on next page)

What Germans can learn from U.S. architecture:

5%

"The purpose of this exhibition was to give German architects new ideas for their work."

"It meant to show us how much we can learn from the Americans."

"They wanted to give the visitors an idea about American architecture, and wanted us to learn from their designs and structures."

INCORRECT ANSWERS

(15%)

How Americans live:

8%

"This exhibition was arranged in order to show the visitors the American way of life, their houses, their apartments."

"This exhibition served to acquaint people with American living habits."

"This exhibition intended to help us know the American people better by showing us what type of apartments and house they live in."

New ways in city planning:

2

"This exhibition wanted to show people new possibilities for city planning. Future cities will have wide streets, numerous parks and gardens."

"They made it clear that America follows new ways in city planning. Factories are placed outside the big cities and large parks are planted instead."

"They wanted to show us Germans how Americans build their cities."

Ways to reduce building costs:

1

"This exhibition was arranged in order to demonstrate that American building methods are simpler, more advantageous and less costly than the ones used in Germany."

"This exhibition served the purpose of making it clear that there is a way of keeping rental cost low despite people's constant demand for greater comfort simply by using new developments in building materials."

Miscellaneous replies:

4

"This exhibition, in which America participated as it does every year, was meant to refute the East Zone propaganda that America is a nation of capitalists."

"The exhibition served to establish connections between the people in the East Zone and the Free World."

"They wanted to acquaint us with nations throughout the world, their living conditions, their living habits and their relations to each other."

NO OPINION/NO ANSWER

(1%)
100%

ONE-THIRD CLAIMED TO KNOW MUCH ABOUT AMERICAN ARCHITECTURE BEFORE
SEEING THE EXHIBIT ...

BUT, TWO-THIRDS SAY THAT IS THEIR LEVEL AFTERWARDS ...

One method of arriving at a measure of increased knowledge concerning the subject of the exhibit would have been to ask visitors for their level of knowledge before they entered the building. If the same question was repeated upon leaving the building, the difference could be taken as a measure of the exhibit's influence. To have done that, however, would have entailed the greater expense and difficulties attendant upon having interviews occur at the entrance and exit of the Marshall House.

As an alternative procedure, it was decided to ask two questions of visitors who were interviewed after seeing the exhibit. One, early in the interview situation, asked them to estimate how much they knew about American architecture before they visited the exhibition. The other, later in the interview, asked them to say how much they then knew after having seen the exhibit. The premise behind this device is that regardless of their ability to accurately reflect the exact levels of knowledge which they held on the subject before and after the exhibit, the difference between the two sets of answers will reflect their evaluation of whether or not they obtained additional knowledge about the subject.

According to their own evaluation just under one-third of the visitors to the "America Builds" exhibit (31%) knew "much" or "very much" about American architecture and building methods before they entered the Marshall House, but two-thirds (64%) felt that they knew that much after seeing the exhibit. The percentage gain at the highest level is not particularly high (from 9% to 12%). The largest gain occurs in the middle bracket - as might be supposed. Those with "much" knowledge go up to 52 per cent from 22 per cent, while those with "hardly any" knowledge went down from 19 per cent to but 2 per cent.

"Thinking back, please try to remember and to estimate how much you knew about American architecture and building methods before you visited this exhibition? (Did you know very much, much, only a little or hardly anything?)"

"After having seen this exhibition, how much would you say you know now about American architecture and building methods? (Very much, much, only or little or hardly anything?)"

"America Builds"		
Visitors		
	<u>Before</u>	<u>After</u>
Very much	9%	12%
Much	22	52
Only a little	49	33
Hardly anything	19	2
Never thought about it		
(volunteered)	1	-
Don't remember/No opinion	*	1
	<u>100%</u>	<u>100%</u>

* Less than one half of one per cent.

As an additional check on the answers which would be obtained concerning the amount of knowledge visitors went away with, still another question was asked. It was pointed towards the amount of new information about U.S. architecture they had received. The straight results will be presented first, to be followed later by a cross-tabulation showing its role in the analysis of the exhibit's effectiveness in imparting knowledge.

ALMOST ALL VISITORS SAID THEY LEARNED SOMETHING NEW ...

More than 9 out of ten visitors (94%) gained new information about American architecture and building methods according to their own assessment. More than 4 out of 10 (44%) said they learned "very much more", another four out of ten (41%) said "somewhat more" while yet another tenth (9%) claimed "only a little more". Less than one visitor out of ten (6%) came away feeling that he did not gain any new information whatsoever.

"Can you tell me how much new information you gained about American architecture and building methods?
(Very much, some, only a little or none whatever?)"

	<u>"America Builds" Visitors</u>
Very much more	44%
Somewhat more	41
Only a little more	9
No new information whatever	6
	<u>100%</u>

IF "Very much more", "Somewhat more" or
"Only a little more":
"And what new things did you learn?"

Summary Table

	<u>"America Builds" Visitors</u>
<u>Specific Mentions:</u>	129%
The variety and expressiveness of modern American architecture	51%
The use of new building materials and plastics in America	48
The strong influence of American ship, railroad and airplane construction on American building methods	7
The view of New York as seen from a skyscraper	5
The dimensions in American architecture	4
The mirror view of a skyscraper	2
The spaciousness of parking lots and parks	2
Miscellaneous	10
<u>Everything was new to me:</u>	6%
<u>No Opinion/No Answer:</u>	1
	<u>136%[@]</u>

[@] Some respondents gave more than one answer.

COMMENTS IN DETAIL ...

"Can you tell me how much new information you gained about American architecture and building methods? (Very much, some, only a little, or none whatever?)"

IF "Very much more", "Somewhat more" or "Only a little more":

"And what new things did you learn here?"

"America Builds"
Visitors

SPECIFIC MENTIONS

(129%)

The variety and expressiveness of modern American architecture:

51%

"The modern roofs of the shell and concrete structures were new to me."

"Those paraboloid roofs were new to me."

"The variety of American structures as shown by the models of this exhibition was quite new to me."

"It was new to me to see skyscrapers supported on columns."

"It was the first time I saw a suspension roof. The balloon building was also very interesting."

The use of new building materials and plastics in America:

48

"I was very much impressed by the abundance and versatility of new American building materials."

"I was very much impressed by the new American building materials. The various ways in which enamel and aluminium is used and the simple and solid way of construction."

"The nylon sheets were new to me."

"It was the first time I saw plastic partitions."

"I was very much surprised to see all those new building materials. I was particularly impressed by their using aluminium for interior walls."

The strong influence of American ship, railroad and airplane construction on American building methods:

7

"The influence of American ship, railroad and airplane construction on American building methods was new to me."

"It was new to me that means of transportation had such an influence on American architecture."

"Everything was new to me. I was particularly surprised that airplane construction influenced American building methods."

The view of New York as seen from a skyscraper:

5

"I've never before seen New York from a skyscraper."

"I got a vivid impression of New York when I saw those photos."

"I was very much impressed by the striking photo-montage of New York seen from a skyscraper."

The dimensions of American architecture:

4

"I was impressed by the sense of spaciousness in American architecture."

"The large dimensions of modern American structures very much impressed me."

"I was surprised to see such huge structures."

(Cont'd on next page)

The mirror view of a skyscraper:

2%

"The mirror view of the skyscrapers gives one an idea of the height of these structures."

"The mirror trick is quite stunning."

The spaciousness of parking lots and parks:

2

"I was surprised to see such spacious parks and lawns."

"The parking lots were also included in city planning, that's what they forgot about the INTERBAU."

Miscellaneous:

10

"I always thought skyscrapers presented a rather sober sight but those shown at the exhibition were very imaginative structures with exquisite façades."

"I was very much impressed by the American way of life, the clean-lined constructions and the simplicity of modern architecture."

"It was the first time I saw air conditioning systems and built-in furniture."

EVERYTHING WAS NEW TO ME

(6%)

"Almost everything was new to me. It was a vivid display."

"Sometimes one had the impression of being in a different world. We could learn a lot from the Americans."

"We are from the Soviet Zone and everything looked dazzling to us. I cannot say anything else. I am deeply upset. We realize now, more than ever, that we live like slaves in the DDR."

"To me everything was new. We don't have anything like that in Berlin. That's all I can say."

NO OPINION/NO ANSWER

(1%)
136%[@]

@ Some respondents mentioned more than one new information.

The three questions - how much they knew about American architecture before they saw the exhibit, how much they felt they knew after seeing it, and how much new information they felt that they had obtained from the "America Builds" exhibition - were designed to be used as a unit in the analysis. So far, for the sake of simplicity, they have been presented as single items. Attention will now be focused upon the interrelationship of the three.

MAJORITIES LEARNED NEW FACTS, REGARDLESS OF INITIAL KNOWLEDGE ABOUT U.S. ARCHITECTURE ...

In the preceding section, information was presented to show that most people replied that they had learned something new from the Marshall House exhibit about American architecture. From the table on the following page, however, the role of this "new" information upon their previous level of knowledge and their final level of knowledge can be studied.

Those people who originally had a high level of knowledge on the subject, could logically, not be expected to report anything other than the same high level for their status after seeing the exhibit, regardless of the amount of new information which they obtained through the show. That is exactly what has happened to most of those people who said they knew "much" or "very much" before coming to the Marshall House. Eight out of ten (82%) with an initial "high" level of knowledge are found reporting that again as their level afterwards. The fact that 100 per cent do not repeat their previous answer may be due to one or both of two factors. One, of course, is respondents' inconsistencies in answering questions. The other, supposes that having learned something from the exhibit, they realized that they did not know as much as they had believed. Hence their final reply put their current knowledge at a lower level. Supporting evidence for the latter point is found in the 8 per cent, who although admitting that they had learned new facts about American architecture, gave themselves a lower level for the "after" question. Evidence on respondents' inconsistencies is seen in that 10 per cent of those with "high" initial knowledge, who learned little or nothing new and yet said that their later level of knowledge was lower than that which they had first reported.

The information from those who initially had "little" or "hardly any" knowledge concerning American architecture follows a more normal pattern. For example, among those with but a little knowledge before coming to the exhibit, a majority (56%) came away saying that they then had a good deal of knowledge (much or very much), while a sizable minority (42%) repeated their earlier reply. Among those who upped their final level, almost all (54% out of the 56%) said that they had learned something new. Even among those reporting the same final level, almost all (38% out of the 42%) said that they had learned new facts about American architecture.

The trend among those who had first known the least on the subject, is, of course, the most favorable. A majority (53%), all of whom had learned new information, shot up to the top categories; and a minority, most of whom had picked up new data, said that they at least knew a "little" bit about the theme now.

"After having seen this exhibition, how much would you say you know now about American architecture and building methods? (Very much, much, only a little, or hardly anything?"

"Can you tell me how much new information you gained about American architecture and building methods? (Very much, some, only a little, or none whatever?)"

Initial Level - "Thinking back, please try to remember and to estimate how much you knew about American architecture and building methods before you visited this exhibition?" (Did you know very much, much, only a little or hardly anything?)"	Final Level -			Very much/Much			Only a little			Hardly anything			No opinion			No. of cases		
	New Info. -	Very much more	Some-what more	Only a little more/no	new information	whatever	Very much more	Some-what more	new information	whatever	Very much more	Some-what more	new information	whatever				
Very much/much	22%	40%	20%				1%	5%	7%			-%	1%	1%	-%	1%	2%...100%	157
Only a little	32	22	2				17	21	4			-	-	2	-	*		245
Hardly anything	44	9	-				21	18	4			-	1	3	-	-		94
Never thought about it																		3
No opinion																		1
																		500

* Less than one half of one per cent.

U.S. EXHIBIT MOST OFTEN NAMED AS ONE FROM WHICH GERMANS CAN ACTUALLY LEARN ...

Those visitors to the Fair who had taken the trouble to see more than one country pavilion, were asked to say for each of the country exhibits which they had visited, whether there was something there from which they as Germans could actually learn.

The lead of the U.S. exhibit is unmistakable. Seven out of ten (71%) of those who had seen the U.S. exhibit among others, named it as one from which something could really be learned. The British and Canadian exhibits, the next closest in this connection, were named by a majority of their visitors (54% and 51%).

"Can you tell me for each of the exhibitions of the different countries which you visited whether something was shown there from which we Germans actually can learn something?" (Asked of all who visited the exhibit of more than one country.)

	<u>Fair Exit 1957</u>		<u>No. of cases</u>
	<u>Yes, learn something</u>	<u>No, not learn anything</u>	
Marshall House	71%	29%...100%	156
French exhibit	39	61	148
British exhibit	54	46	171
Canadian exhibit	51	49	135
Italian exhibit	35	65	98
Belgian exhibit	41	59	105
Dutch exhibit	39	61	121
Austrian exhibit	43	57	95

A slight shift in the group from which judgments were obtained as to which country presented the most useful information, also confirms the clear lead of the U.S. exhibit. Individuals, who named more than one country pavilion as containing something of value to the German visitor, were asked to name the one exhibit to which this applies the most! While only one quarter of the interviewees were thus eligible to answer this query, more than half named the U.S. exhibition.

"Can you tell me for each of the exhibitions of the different countries which you visited whether something was shown there from which we Germans actually can learn something?" (Asked of all who visited the exhibit of more than one country.)

(If more than one country pavilion named as one from which something could be learned:)

"And to which exhibition does this apply most of all?"

	Fair Exit	
	1957	
	<hr/>	
	(400)	
Marshall House	13%	54%
French exhibit	1	3
British exhibit	4	16
Canadian exhibit	4	16
Italian exhibit	1	4
Belgian exhibit	*	1
Dutch exhibit	1	4
Austrian exhibit	1	2
	<hr/>	<hr/>
	25%	100%

* Less than one half of one per cent.

NINE OUT OF TEN ACCORD U.S. IMPORTANT ROLE IN THE FIELD OF ARCHITECTURE ...

Still another facet of the question as to whether the exhibit achieved the effect desired, is revealed in the answers to the query on whether or not the U.S. has indeed made an important contribution to architecture and building methods. Without an affirmative answer to this query, previous data showing that visitors had gained new information on the subject could be cynically interpreted as new information rebounding to the detriment of U.S. prestige in this field.

The results are so favorable that any doubt on that score must be dispelled. More than nine out of ten visitors to the Marshall House, whether from East or West Germany, answered that U.S. had made an important contribution to the field of architecture and building.

"In your opinion, did America make an important contribution to architecture and building methods or not?"

	TOTAL "America Builds" Visitors (500)	East Germans (137)	West Germans (350)
Yes	93%	94%	93%
No	3	1	3
No opinion	4	5	4
	100%	100%	100%

The following comments illustrate what visitors considered America's contributions in this field to be.

"In your opinion, did America make an important contribution to architecture and building methods or not?"

IF "Yes":

"And what, in your opinion, is America's contribution to architecture and building methods?"

"America Builds"
Visitors

- The development of new designs and new building methods:31%
- "America's new designs and building methods are unparalleled in the world of art. It occupies a leading position in architecture."
- "They designed and built structures that create something new in the field of architecture."
- "They have succeeded in developing new designs."
- "American architecture developed designs we have never seen before."
- "The new ways American architects follow in building construction, and their constant search for new building methods give new impulses to our architects and those in other countries."

(Cont'd on next page)

The skyscraper construction:

29%

- "American architects have been the first ones to design and build skyscrapers. The ones erected now in Germany follow their designs."
- "The skyscrapers now built in our country are strongly influenced by American architecture."
- "America plays a predominant role in skyscraper construction throughout the world."
- "The skyscrapers now set up in Europe follow American designs."
- "Americans contributed considerably to German skyscraper construction."

The development of new building materials:

26

- "I would call the development of new building materials a rather important American contribution to architecture."
- "The exploring of new materials is one of America's essential achievements."
- "By employing new materials America suggests new ways in architecture."
- "American architects display a spectacular use for new building materials, i.e. aluminium or glass, and in this field they play a leading role."

Large scale planning and sense of spaciousness in American architecture:

19

- "Their large-scale planning is one of their contributions worth mentioning. It is surprising how elegantly and gracefully these structures are designed despite their hugeness."
- "America's powerful structures, full of beauty, create something new in architecture. The new 'Kongress-Halle' makes one of the most splendid examples."
- "We can learn from the American sense of spaciousness. Their architecture has a future."
- "The boldness of their structures is remarkable."

Light and airy construction makes for gracious living:

17

- "They contribute fundamentally to modern architecture by designing apartments with a lot of glass to let the light go through thus making for delightful living."
- "American architects created a style that is known as 'indoor-outdoor' living. It could give new inspiration to our architects."
- "American architects design houses that are simple, light and airy."
- "They give us ideas for modern and comfortable living. Buildings are widely distributed amid grass and gardens. They are simply and beautifully designed and skillfully furnished."

(Cont'd from preceding page)

"America Builds"
Visitors

The quick construction methods; the prefabricated houses:

9%

"They have developed a startling new method. They pre-fabricate the various parts of a house and then put them together on the ground. It's a fast working method."

"We can learn by their technique of using premanufactured houses. This is a quick working procedure."

"They invented machines to simplify building procedures."

The use of gay colors:

3

"American architects can teach us how to use colors. The exterior of their modern structures is painted in cheerful colors. Color is also used for interior decoration and even the roofs are given gay colors."

"They bring new colors which we would not dare to use over here."

The inexpensive, standardized building methods:

3

"American building methods are very efficient and very inexpensive at the same time."

"They use simple but effective materials for their structures in order to make building procedures less expensive."

Other answers:

5

"I believe that all of the modern structures here in Berlin were influenced by American architecture."

"I think it is nature that inspires American architects."

"German and European architects get financial support from American funds. Americans even grant financial support for European building programs."

No opinion/No answer:

2
144%[@]

@ Some respondents gave more than one answer,

MARSHALL HOUSE EXHIBITION SUCCEEDED IN ILLUSTRATING AMERICA'S CONTRIBUTION TO ARCHITECTURE AND BUILDING METHODS ...

Those Marshall House visitors who admitted that America made an important contribution to modern architecture and building methods (93%), were asked whether the exhibition succeeded in illustrating this contribution. Half thought the exhibition did "very well" in this regard and almost as many thought it did "well". Only a very few were of the opinion that the exhibit did "fairly well". or even "poorly" in illustrating America's contributions.

"In your opinion, did America make an important contribution to architecture and building methods or not?"

IF "Yes":

"In your opinion, how well did this exhibition succeed in illustrating America's contribution to architecture and building methods? (Very well, well, fairly well, poorly, or very poorly?)"

	<u>"America Builds"</u> <u>Visitors</u>	
Very well	45%	49%
Well	44	47
Fairly well	4	4
Poorly	*	*
Very poorly	-	-
No opinion	*	*
	<u>93%</u>	<u>= 100%</u>

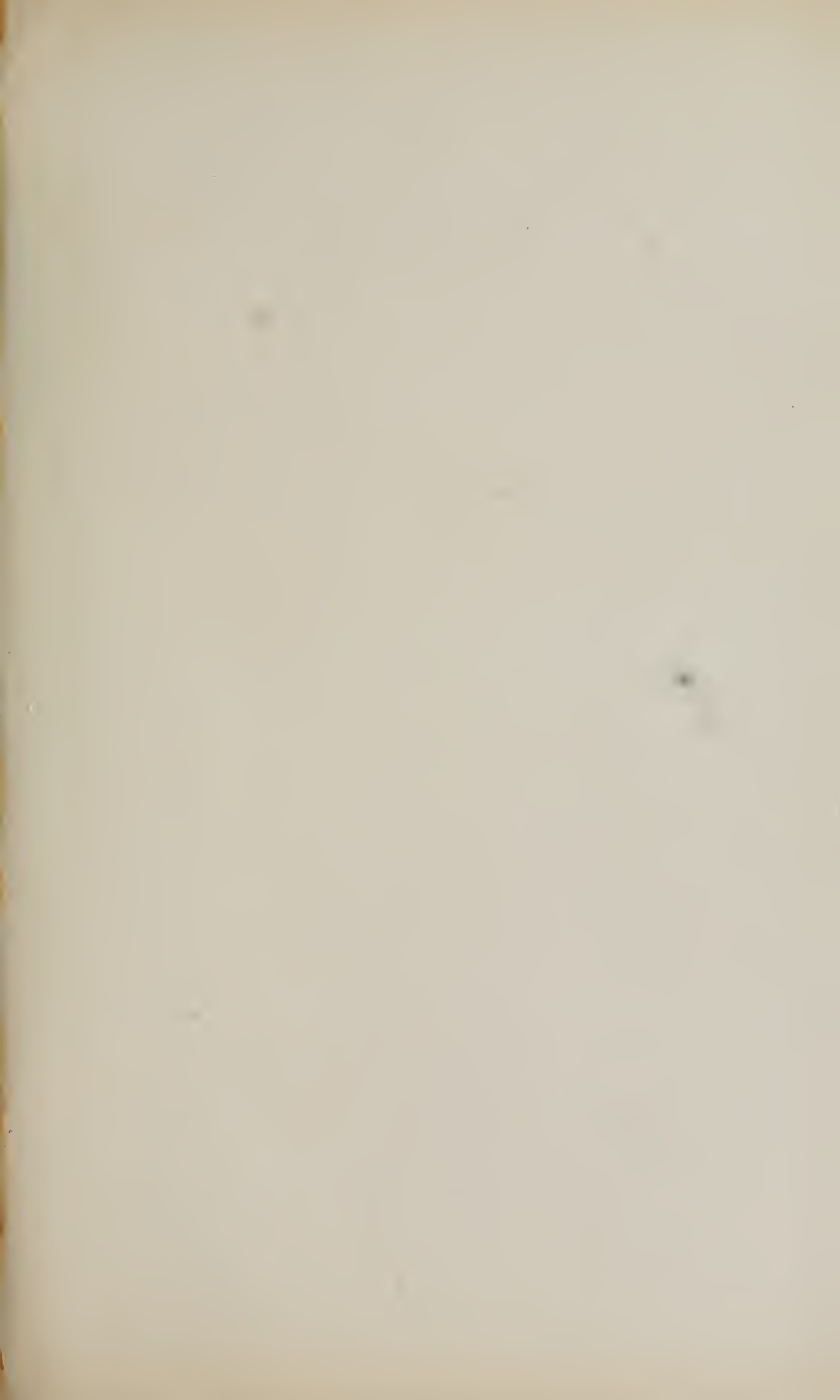
ALMOST ALL VISITORS RECOMMENDED EXHIBIT ...

As a final test of approval and another check on the effectiveness of the exhibit Marshall House visitors were asked how much value they saw in having their friends and relatives also visit the exhibit. Almost all visitors (93%) were of the opinion that the exhibit would also be of value to their relatives and friends. Those who thought it would be of value were almost equally divided into two groups; those who thought it would be of "very great value" (47%) and those who thought it would be of "great value" (46%). Only 7 per cent felt it would merely be of "little value".

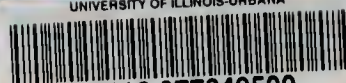
"Would you personally see great or little value in your relatives, close friends or colleagues also visiting this exhibition? (Very great or great value? - Little or very little value?)"

	<u>"America Builds"</u> <u>Visitors</u>
Very great value	47%
Great value	46
Little value	7
Very little value	*
No opinion	*
	<u>100%</u>

* Less than one half of one per cent.



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